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wherein said entities make up at least a portion of said structure, and assigning at least one imaging attribute to each entity;

receiving manuscript material along with entity-identifying information;

associating said material with ones of said entities identified by said information; and

imaging said manuscript material associated with each of said entities according to said attributes assigned thereto, said imaging step including the steps of

  imaging said material in a signature format to include left and right hand pages, one of said entities being a page entity, one of said attributes associated with said page entity indicating whether manuscript material associated with another of said entities is allowed to continue from a right hand page to a left hand page,

  determining the presence of blank page space on a right hand page when continuance is disallowed to a left hand page, and

  retrieving filler manuscript material from computer memory stored therein unassociated with any particular publication and imaging said manuscript material in said blank page space.

2. The method as set forth in claim 1 further including the step of spell-checking said manuscript material after said receiving step.

3. The method as set forth in claim 1 further including, after said receiving step, the step of identifying certain manuscript items in said manuscript material and replacing said items with previously stored, respectively corresponding replacement items.

4. The method as set forth in claim 3, said manuscript items including selected abbreviations, said replacement items respectively including expansions of said abbreviations.

5. The method as set forth in claim 3, said manuscript items including selected trademarks, said replacement items respectively including generic equivalents of said trademarks.

6. An apparatus for imaging a publication composed of manuscript material such as text and graphics, said apparatus comprising:

  a computer system including

    means for defining the structure of a publication to be imaged to include a plurality of identifiable entities associable with manuscript material wherein said entities make up at least a portion of said structure, and for assigning at least one imaging attribute to each entity,

    means for receiving manuscript material along with entity-identifying information,

    means for associating said material with ones of said entities identified by said information, and

    means for imaging said manuscript material associated with each of said entities according to said attributes assigned thereto, said imaging means including

      means for imaging said material in a signature format to include left and right hand pages, one of said entities being a page entity, one of said attributes associated with said page entity indicating whether manuscript material associated with another of said entities is allowed to

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continue from a right hand page to a left hand page,

      means for determining the presence of blank page space on a right hand page when continuance is disallowed to a left hand page, and

      means for retrieving filler manuscript material from computer memory stored therein unassociated with any particular publication and imaging said manuscript material in said blank page space.

7. The apparatus as set forth in claim 6 further including means for spell-checking said manuscript material.

8. The apparatus as set forth in claim 6 further including means for identifying certain manuscript items in said manuscript material and replacing said items with previously stored, respectively corresponding replacement items.

9. The apparatus as set forth in claim 8, said manuscript items including selected abbreviations, said replacement items respectively including expansions of said abbreviations.

10. The apparatus as set forth in claim 8, said manuscript items including selected trademarks, said replacement items respectively including generic equivalents of said trademarks.

11. A method of imaging a cook book for printing, the cook book including recipes with each recipe having a title, ingredient list, and recipe method, said method comprising the steps of:

  defining in a computer system entities making up the structure of the cook book to include at least the entities of recipe and associated recipe title, ingredient list and method;

  assigning an entity-identifying code to each of said entities and assigning at least one imaging attribute to each of said entities;

  receiving manuscript material into said computer system including recipes and associated recipe titles, ingredient lists and methods identified by respective codes without any attribute information included in said manuscript material;

  performing at least one processing operation on said manuscript material before imaging in accordance with said attributes; and

  imaging said manuscript material according to said attributes into a camera-ready signature page format to include left and right hand pages, one of said attributes indicating whether a recipe entity is allowed to continue from a right hand page to a left hand page, said imaging step including the steps of

    determining the presence of blank page space on a right hand page when continuance is disallowed to a left hand page, retrieving filler manuscript material from computer memory stored therein unassociated with any particular publication, and imaging said manuscript material in said blank page space, and

    searching the manuscript material associated with at least one of said recipe title entities for a predetermined food item word, retrieving in response to detection of said word a predetermined graphical icon stored in said computer system memory and unassociated with any particular publication and illustrative of said food item, and imaging said icon in association with the recipe of the recipe title having said word on the same page therewith.

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